

Message Text

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PAGE 01 MILAN 00674 031045Z
ACTION ICA-11

INFO OCT-01 EUR-12 ISO-00 EB-08 /032 W
-----006371 031217Z /53

R 030940Z MAY 78
FM AMCONSUL MILAN
TO SECSTATE WASHDC 5970
INFO AMEMBASSY ROME
AMCONSUL FLORENCE
AMCONSUL TRIESTE

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FOR ICA/CU

EO 11652: N/A
TAGS: SGEN, SOPN, IT
SUBJECT: GOOD CORPORATE CITIZENSHIP

REF: (A) STATE 051579 (B) ROME 4101 NOTAL

1. SUMMARY. ONE LARGE AMERICAN COMPUTER COMPANY BASED IN MILAN CONSULAR DISTRICT HAS BEEN PARTICULARLY ACTIVE IN PROVIDING MONEY AND SERVICES FOR RESEARCH PROJECTS KEYED TO SOLVING LOCAL, NATIONAL, AND EUROPEAN PROBLEMS. END SUMMARY.

2. BIG MULTINATIONAL AND COMPUTER COMPANY HEADQUARTERED IN MILAN MAINTAINS FORCE OF OVER FIFTY SCIENTISTS, MATHEMATICIANS, AND STATISTICIANS WORKING IN THREE DIFFERENT RESEARCH CENTERS IN ITALY. CENTERS ARE FUNDED 100 PERCENT BY PARENT COMPANY AND INTERFACE WITH OTHER PRIVATE AND GOVERNMENT RESEARCH EFFORTS. THEIR PURPOSE IS TO SOLVE LOCAL PROBLEMS USING EXPERTISE COMPANY HAS DEVELOPED THROUGH ITS COMMERCIAL ACTIVITIES. THUS MOST PROJECTS ARE CENTERED AROUND COMPUTER. RESULTS ARE DISSEMINATED AMONG MEMBERS OF INTERNATIONAL SCIENTIFIC COMMUNITY AS WELL AS
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PRESENTED TO LOCAL GOVERNMENT AUTHORITIES. WORK OF THESE CENTERS HAS BECOME SO WELL KNOWN THAT THEY HAVE RECEIVED REQUESTS FROM INTERNATIONAL ORGANIZATIONS AND FOREIGN GOVERNMENTS TO UNDERTAKE PROJECTS SIMILAR TO THOSE DONE HERE.

3. ONE OF BETTER KNOWN PROJECTS WAS CREATION OF

MATHEMATICAL MODEL OF RIVER ARNO WHICH RUNS THROUGH FLORENCE AND PISA. PRINCIPAL AIM OF RESEARCH WAS TO DETERMINE WATER LEVELS AND DISCHARGES AT ANY SECTION OF RIVER DURING FLOODING AS FUNCTION OF PRECIPITATION FALLING ON RIVER BASIN. RESULTS HOPEFULLY WILL MAKE IT EASIER TO CONTAIN SERIOUS FLOOD DAMAGE SUCH AS HAS OCCURRED IN PAST. FINDINGS WERE PRESENTED TO TUSCANY REGIONAL GOVERNMENT IN FALL OF 1977. RESEARCH WAS COORDINATED WITH UNIVERSITY OF PAVIA AND WITH WORLD METEOROLOGICAL ORGANIZATION. CENTER WILL NOW GIVE ATTENTION TO PO RIVER FLOODING. EGYPTIAN GOVERNMENT HAS ALSO RECENTLY ASKED CENTER TO CONDUCT SIMILAR RESEARCH ON NILE.

4. ANOTHER OF THREE RESEARCH CENTERS STUDIED VENETIAN LAGOON. PURPOSE OF PROJECT WAS TO STUDY TIDAL WAVE DAMAGE IN VENICE. WAYS TO PREVENT SINKAGE OF CITY IS SUBJECT OF ANOTHER PROJECT.

5. RESEARCH CENTERS HAVE UNDERTAKEN NUMEROUS OTHER STUDIES INCLUDING A SHORT TERM ECONOMIC MODEL FOR ITALIAN ECONOMY, AN ECONOMETRIC SIMULATION MODEL OF SWEDISH ECONOMY, AN EFFORT TO CREATE MACROECONOMIC MODEL LINKING ECONOMIES OF ALL EEC COUNTRIES, AND VALIDATION OF NATIONAL ECONOMETRIC MODELS THROUGH MONTECARLO SIMULATION TECHNIQUES. WHEREVER POSSIBLE RESEARCH WAS DONE WITH COOPERATION OF OTHER RESEARCH LIMITED OFFICIAL USE

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INSTITUTES.

6. COMPANY IS NOT ONLY SENSITIVE TO PROBLEMS OF HOST COUNTRY BUT HAS HANDSOME BALANCE SHEET AS WELL. IT IS ONE OF FEW BIG COMPANIES UNDERTAKING NEW INVESTMENT AND HIRING IN TODAY'S ITALY. IN DAY WHEN MULTINATIONALS STRUGGLE TO EARN RESPECT OF COMMUNITIES IN WHICH THEY LIVE, THIS COMPANY CAN SERVE AS EXAMPLE OF HOW MULTINATIONAL CAN BE PROGRESSIVE AND MAKE MONEY TOO.FINE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TECHNICAL ASSISTANCE, MULTINATIONAL CORPORATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 03 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MILAN00674
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780188-0632
Format: TEL
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780598/aaaadfje.tel
Line Count: 103
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ea3523a5-c288-dd11-92da-001cc4696bcc
Office: ACTION ICA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 78 STATE 51579, 78 ROME 4101
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2805674
Secure: OPEN
Status: NATIVE
Subject: GOOD CORPORATE CITIZENSHIP
TAGS: SGEN, SOPN, TATT, IT
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ea3523a5-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014